

Claims:

1. A method for playing full screen video on a user computer comprising:
displaying in a user interface at said user computer a web page containing at
least one link to an electronic video file;
5 selecting said link to request said video file;
downloading said video file to said user computer in response to said request;
detecting by said user computer an initial receipt of said video file;
opening in said user interface a window of a video player in full screen mode
in response to said detecting; and
10 reading said video file by said player to play said video in said window.
2. A method as set forth in Claim 1 wherein said detecting includes:
detecting by a web browser of header information for said video file; and
launching by said web browser said player.
3. A method as set forth in Claim 1 wherein said opening includes:
15 detecting by said player a flag in header information for said video file; and
opening said window in a mode indicated by said flag.
4. A method as set forth in Claim 1 wherein said opening occurs absent user
interaction.
5. A method as set forth in Claim 1 wherein said selecting includes:
20 sending a request from said user computer to a server at which said video file
is locatable; and
in response to said request, downloading said video file from said server to
said user computer.

6. A method as set forth in Claim 1 wherein said reading occurs contemporaneously with said downloading.

7. A method as set forth in Claim 6 further comprising:
compressing said video file prior to said downloading; and
5 decompressing said video file contemporaneously with said reading.

8. A method as set forth in Claim 1 further comprising;
encoding said video file with a plurality of tracks;
inserting instructions into a selected one of said tracks;
reading said instructions by said player; and
10 displaying in said window information associated with said instructions.

9. A method as set forth in Claim 8 wherein said inserting includes inserting an instruction relating to a URL of a selected website, said displaying in response to said instruction displaying a link to said website.

10. A method as set forth in Claim 9 wherein said displaying said link to said
15 website includes displaying a hypertext link anchored to said URL.

11. A method as set forth in Claim 9 wherein said displaying said link to said website includes displaying an icon anchored to said URL.

12. A method as set forth in Claim 8 wherein said inserting includes inserting an instruction relating to a download status of said video file, said displaying in response
20 to said instruction displaying at least one status indicator.

13. A method as set forth in Claim 12 wherein said displaying said status indicator includes displaying a continuously refreshable status bar.

14. A method as set forth in Claim 12 wherein said displaying said status indicator includes displaying continuously refreshable hash marks.

5 15. A method as set forth in Claim 8 wherein said inserting includes inserting an instruction relating to additional video content, said displaying in response to said instruction displaying said additional content.

10 16. A method as set forth in Claim 1 wherein said opening includes generating in said window a viewing screen area and a border adjacent at least one edge of said viewing screen area, said video being played in said viewing screen area.

15 17. A method as set forth in Claim 16 further comprising;
encoding said video with a plurality of tracks;
inserting a plurality of digitally encoded instructions into a selected one of said tracks;
reading said instructions by a handler program associated with said player;
and
displaying selectively in a screen area and a border adjacent at least one edge of said screen area said information associated with said instructions.

20 18. A method as set forth in Claim 17 wherein said inserting includes inserting an instruction relating to a URL of a selected website, said displaying in response to said instruction displaying a link to said website within said border.

19. A method as set forth in Claim 18 wherein said displaying said link to said website includes displaying a hypertext link anchored to said URL.

20. A method as set forth in Claim 18 wherein said displaying said link to said website includes displaying an icon anchored to said URL.

5 21. A method as set forth in Claim 17 wherein said inserting includes inserting an instruction relating to a download status of said video, said displaying in response to said instruction displaying at least one status indicator within said border.

22. A method as set forth in Claim 21 wherein said displaying said status indicator includes displaying a continuously refreshable status bar.

10 23. A method as set forth in Claim 21 wherein said displaying said status indicator includes displaying continuously refreshable hash marks.

24. A method as set forth in Claim 17 wherein said inserting includes inserting an instruction relating to additional video content, said displaying in response to said instruction playing said content within said viewing screen.

15 25. A method as set forth in Claim 24 wherein said playing said content within said viewing screen occurs prior to playing said video.

20 26. A method as set forth in Claim 25 further comprising buffering other ones of said tracks of said video file as it is being received at said user computer while playing said additional content from said selected one of said tracks within said viewing screen.

27. A method as set forth in Claim 8 wherein said inserting includes inserting an instruction relating to at least one additional video, said displaying in response to said instruction displaying a button for said additional video.

5 28. A method as set forth in Claim 27 further comprising downloading an additional video file corresponding to said additional video to said user computer in response to selecting said button.

29. A method as set forth in Claim 28 wherein said inserting includes inserting an instruction relating to said video, said displaying in response to said instruction relating to said video displaying a button for said video.

10 30. A method as set forth in Claim 29 wherein said button for said video and said button for said additional video each uniquely identify a respective one of said video and said additional video.

31. A method as set forth in Claim 29 wherein selecting any button plays said respective video for said any button.

15 32. A method as set forth in Claim 1 further comprising:
encoding said video with a plurality of tracks;
inserting instructions into a selected one of said tracks;
reading said instructions by a handler program associated with said player;
and
20 monitoring selectively download of said video file in accordance with said instructions.

33. A method as set forth in Claim 32 wherein said instructions relate to the display size of said video within said window.

34. A method as set forth in Claim 32 wherein said instructions relate to download management of said video file.

5 35. In a computer network having a server, at least one web page accessible through said server and a user computer programmed with browser software to display a copy of said web page when connected to said server, an apparatus comprising:

10 a video file having a header, said header having a mode flag, said video file being identified by a link in said web page, said web server downloading said video file to said user computer in response to selection of said link, said browser software detecting said header; and

15 a video player executable in said user computer, said player being launched in response to said browser detecting said header to receive said video file during downloading thereof, said video player opening in a mode indicated by said mode flag.

36. An apparatus as set forth in Claim 35 wherein said mode is a full screen mode.

37. An apparatus as set forth in Claim 35 wherein said opening occurs absent user interaction.

20 38. An apparatus as set forth in Claim 35 wherein said browser software sends a request from said user computer to said server at which said video file is locatable, and in response to said request, said server downloads said video file to said user computer.

39. An apparatus as set forth in Claim 35 wherein said video player reads said video file contemporaneously with said video file being downloaded.

40. An apparatus as set forth in Claim 39 wherein said video file is compressed, said player decompressing said video file contemporaneously with reading said file.

5 41. An apparatus as set forth in Claim 35 wherein said video file is encoded with a plurality of tracks, a selected one of said tracks containing instructions readable by said player, said player displaying in said window information associated with said instructions.

10 42. An apparatus as set forth in Claim 41 wherein one of said instructions is an instruction relating to a URL of a selected website, said player displaying a link to said website in response to said one of said instructions.

43. An apparatus as set forth in Claim 42 wherein said link is a hypertext link anchored to said URL.

15 44. An apparatus as set forth in Claim 42 wherein said link is an icon anchored to said URL.

45. An apparatus as set forth in Claim 41 wherein one of said instructions is an instruction relating to a download status of said video file, said player displaying at least one status indicator in response to said one of said instructions.

20 46. An apparatus as set forth in Claim 45 wherein said status indicator includes a continuously refreshable status bar.

47. An apparatus as set forth in Claim 45 wherein said status indicator includes continuously refreshable hash marks.

48. An apparatus as set forth in Claim 41 wherein one of said instructions is an instruction relating to additional video content, said player in response to said one of
5 instructions displaying said additional content.

49. An apparatus as set forth in Claim 35 wherein said window includes a viewing screen area and a border adjacent at least one edge of said viewing screen area, said video being played in said viewing screen area.

50. An apparatus as set forth in Claim 49 wherein said video is encoded with a
10 plurality of tracks each of said tracks including a plurality of digitally encoded instructions, said player having a handler program to read said instructions said player displaying selectively in a screen area and a border adjacent at least one edge of said screen area said information associated with said instructions.

51. An apparatus as set forth in Claim 50 wherein one of said instructions relates
15 to a URL of a selected website, said player in response to said instruction displaying a link to said website within said border.

52. An apparatus as set forth in Claim 51 wherein said link is a hypertext link anchored to said URL.

53. An apparatus as set forth in Claim 51 wherein said link is an icon anchored
20 to said URL.

54. An apparatus as set forth in Claim 50 wherein said one of said instructions relates to a download status of said video file, said player in response to said instruction displaying at least one status indicator within said border.

5 55. An apparatus as set forth in Claim 54 wherein said status indicator is a continuously refreshable status bar.

56. An apparatus as set forth in Claim 54 wherein said status indicator is continuously refreshable hash marks.

10 57. An apparatus as set forth in Claim 50 wherein said one of said instructions relates to additional video content, said player in response to said instruction playing said content within said viewing screen area.

58. An apparatus as set forth in Claim 57 wherein said player plays said content within said viewing screen area prior to playing said video.

15 59. An apparatus as set forth in Claim 58 wherein said player buffers other ones of said tracks of said video file as it is being received at said user computer while playing said additional content from said selected one of said tracks within said viewing screen.

60. An apparatus as set forth in Claim 41 wherein said one of said instructions relates to at least one additional video, said player in response to said instruction displaying a button for said additional video.

61. An apparatus as set forth in Claim 60 wherein an additional video file corresponding to said additional video is downloaded to said user computer in response to selecting said button.

5 62. An apparatus as set forth in Claim 61 wherein one of said instructions relates to said video, said player in response to said instruction relating to said video displaying a button for said video.

63. An apparatus as set forth in Claim 62 wherein said button for said video and said button for said additional video each uniquely identify a respective one of said video and said additional video.

10 64. An apparatus as set forth in Claim 62 wherein selecting any button plays said respective video for said any button.

15 65. An apparatus as set forth in Claim 35 wherein said video file is encoded with a plurality of tracks, selected one of said tracks having instructions readable by a handler program associated with said player, said handler program monitoring selectively download of said video file in accordance with said instructions.

66. An apparatus as set forth in Claim 65 wherein said instructions relate to the display size of said video within said window.

67. An apparatus as set forth in Claim 65 wherein said instructions relate to download management of said video file.

20 68. An apparatus for playing full screen video on a user computer comprising:

means for displaying in a user interface at said user computer a web page containing at least one link to an electronic video file;

means for selecting said link to request said video file;

5 means for downloading said video file to said user computer in response to said request;

means for detecting by said user computer an initial receipt of said video file;

means for opening in said user interface a window of a video player in full screen mode in response to said detecting; and

10 means for reading said video file by said player to play said video in said window.

69. An apparatus as set forth in Claim 68 wherein said detecting means includes: a web browser to detect header information for said video file, said player being launched by said web browser.

15 70. An apparatus as set forth in Claim 68 wherein said opening means occurs absent user interaction.

71. An apparatus as set forth in Claim 69 wherein said opening means includes: a flag in header information for said video file detectable by said player, said player opening said window in a mode indicated by said flag.

20 72. An apparatus as set forth in Claim 68 wherein said selecting means includes a web browser to send a request from said user computer to a server at which said video file is locatable, in response to said request, said video file being downloaded from said server to said user computer.

73. An apparatus as set forth in Claim 68 wherein said reading means reads said video file contemporaneously with said video file being downloaded.

74. An apparatus as set forth in Claim 73 wherein said video file is compressed prior to said video file being downloaded, said player
5 decompressing said video file contemporaneously with reading said video file.

75. An apparatus as set forth in Claim 68 wherein said video file is encoded with a plurality of tracks, one of said tracks having instructions, said player reading said instructions to display in said window information associated with said instructions.

10 76. An apparatus as set forth in Claim 75 wherein one of said instructions is an instruction relating to a URL of a selected website, said player in response to said one of said instructions displaying a link to said website.

77. An apparatus as set forth in Claim 76 wherein said link to said website is a hypertext link anchored to said URL.

15 78. An apparatus as set forth in Claim 76 wherein said link to said website is an icon anchored to said URL.

79. An apparatus as set forth in Claim 75 wherein one of said instructions is an instruction relating to a download status of said video file, said player in response to said instruction displaying at least one status indicator.

20 80. An apparatus as set forth in Claim 79 wherein said status indicator is a continuously refreshable status bar.

81. An apparatus as set forth in Claim 79 wherein said status indicator includes continuously refreshable hash marks.

82. An apparatus as set forth in Claim 75 wherein one of said instructions is an instruction relating to additional video content, said player in response to said
5 instruction displaying said additional content.

83. An apparatus as set forth in Claim 68 wherein said window includes a viewing screen area and a border adjacent at least one edge of said viewing screen area, said video being played in said viewing screen area.

84. An apparatus as set forth in Claim 83 wherein said video is encoded with a
10 plurality of tracks, one of said tracks having a plurality of digitally encoded instructions, said player having a handler program to read said instructions to display selectively in a screen area and a border adjacent at least one edge of said screen area said information associated with said instructions.

85. An apparatus as set forth in Claim 84 wherein one of said instructions is an
15 instruction relating to a URL of a selected website, said player in response to said instruction displaying a link to said website within said border.

86. An apparatus as set forth in Claim 85 wherein said link to said website is a hypertext link anchored to said URL.

87. An apparatus as set forth in Claim 85 wherein said link to said website is an
20 icon anchored to said URL.

88. An apparatus as set forth in Claim 84 wherein one of said instructions is an instruction relating to a download status of said video, said player in response to said instruction displaying at least one status indicator within said border.

5 89. An apparatus as set forth in Claim 88 wherein said status indicator is a continuously refreshable status bar.

90. An apparatus as set forth in Claim 88 wherein said status indicator includes continuously refreshable hash marks.

10 91. An apparatus as set forth in Claim 84 wherein one of said instructions is an instruction relating to additional video content, said player in response to said instruction playing said content within said viewing screen.

92. An apparatus as set forth in Claim 91 wherein said player plays said content within said viewing screen area prior to playing said video.

15 93. An apparatus as set forth in Claim 92 wherein said player buffers other ones of said tracks of said video file as it is being received at said user computer while playing said additional content from said selected one of said tracks within said viewing screen.

94. An apparatus as set forth in Claim 75 wherein one of said instructions is an instruction relating to at least one additional video, said displaying in response to said instruction displaying a button for said additional video.

95. An apparatus as set forth in Claim 94 an additional video file corresponding to said additional video is downloaded to said user computer in response to selecting said button.

5 96. An apparatus as set forth in Claim 95 wherein one of said instructions is an instruction relating to said video, said displaying in response to said instruction relating to said video displaying a button for said video.

97. An apparatus as set forth in Claim 96 wherein said button for said video and said button for said additional video each uniquely identify a respective one of said video and said additional video.

10 98. An apparatus as set forth in Claim 96 wherein selecting any button plays said respective video for said any button.

15 99. An apparatus as set forth in Claim 68 wherein said video is encoded with a plurality of tracks, one of said tracks including instructions, said player including a handler program to read said instructions, said handler program monitoring selectively download of said video file in accordance with said instructions.

100. An apparatus as set forth in Claim 99 wherein said instructions relate to the display size of said video within said window.

101. An apparatus as set forth in Claim 99 wherein said instructions relate to download management of said video file.

20 102. A computer readable medium containing programming which when executed performs the following procedures comprising:

displaying in a user interface at said user computer a web page containing at least one link to an electronic video file;

selecting said link to request said video file;

downloading said video file to said user computer in response to said request;

5 detecting by said user computer an initial receipt of said video file;

opening in said user interface a window of a video player in full screen mode in response to said detecting; and

reading said video file by said player to play a video in said window.

103. A medium as set forth in Claim 102 wherein said detecting procedure includes:

detecting by a web browser of header information for said video file; and

launching by said web browser said player.

104. A medium as set forth in Claim 102 wherein said opening procedure occurs absent user interaction.

15 105. A medium as set forth in Claim 103 wherein said opening procedure includes: detecting by said player a flag in header information for said video file; and opening said window in a mode indicated by said flag.

106. A medium as set forth in Claim 102 wherein said selecting procedure includes:

20 sending a request from said user computer to a server at which said video file is locatable; and

in response to said request, downloading said video file from said server to said user computer.

107. A medium as set forth in Claim 102 wherein said reading occurs contemporaneously with said downloading.

108. A medium as set forth in Claim 107 further comprising procedures of:
compressing said video file prior to said downloading; and
5 decompressing said video file contemporaneously with said reading.

109. A medium as set forth in Claim 102 further comprising procedures of;
encoding said video file with a plurality of tracks;
inserting instructions into a selected one of said tracks;
reading said instructions by said player; and
10 displaying in said window information associated with said instructions.

110. A medium as set forth in Claim 109 wherein said inserting procedure includes inserting an instruction relating to a URL of a selected website, said displaying in response to said instruction displaying a link to said website.

111. A medium as set forth in Claim 110 wherein said displaying said link to said website includes displaying a hypertext link anchored to said URL.
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112. A medium as set forth in Claim 110 wherein said displaying said link to said website includes displaying an icon anchored to said URL.

113. A medium as set forth in Claim 109 wherein said inserting procedure includes inserting an instruction relating to a download status of said video, said displaying
20 procedure in response to said instruction displaying at least one status indicator.

114. A medium as set forth in Claim 113 wherein said displaying said status indicator includes displaying a continuously refreshable status bar.

115. A medium as set forth in Claim 113 wherein said displaying said status indicator includes displaying continuously refreshable hash marks.

5 116. A medium as set forth in Claim 109 wherein said inserting procedure includes inserting an instruction relating to additional video content, said displaying procedure in response to said instruction displaying said additional content.

10 117. A medium as set forth in Claim 102 wherein said opening procedure includes generating in said window a viewing screen area and a border adjacent at least one edge of said viewing screen area, said video being played in said viewing screen area.

118. A medium as set forth in Claim 117 further comprising procedures of:
encoding said video with a plurality of tracks;
inserting a plurality of digitally encoded instructions into a selected one of said tracks;
15 reading said instructions by a handler program associated with said player;
and
displaying selectively in a screen area and a border adjacent at least one edge of said screen area said information associated with said instructions.

20 119. A medium as set forth in Claim 118 wherein said inserting procedure includes inserting an instruction relating to a URL of a selected website, said displaying procedure in response to said instruction displaying a link to said website within said border.

120. A medium as set forth in Claim 119 wherein said displaying said link to said website includes displaying a hypertext link anchored to said URL.

121. A medium as set forth in Claim 119 wherein said displaying said link to said website includes displaying an icon anchored to said URL.

5 122. A medium as set forth in Claim 118 wherein said inserting procedure includes inserting an instruction relating to a download status of said video, said displaying procedure in response to said instruction displaying at least one status indicator within said border.

10 123. A medium as set forth in Claim 122 wherein said displaying said status indicator includes displaying a continuously refreshable status bar.

124. A medium as set forth in Claim 122 wherein said displaying said status indicator includes displaying continuously refreshable hash marks.

15 125. A medium as set forth in Claim 118 wherein said inserting procedure includes inserting an instruction relating to additional video content, said displaying procedure in response to said instruction playing said content within said viewing screen.

126. A medium as set forth in Claim 125 wherein said playing said content within said viewing screen occurs prior to playing said video.

20 127. A medium as set forth in Claim 126 further comprising a procedure of buffering other ones of said tracks of said video file as it is being received at said user computer while playing said additional content from said selected one of said tracks within said viewing screen.

128. A medium as set forth in Claim 119 wherein said inserting procedure includes inserting an instruction relating to at least one additional video, said displaying procedure in response to said instruction displaying a button for said additional video.

5 129. A medium as set forth in Claim 128 further comprising a procedure of downloading an additional video file corresponding to said additional video to said user computer in response to selecting said button.

130. A medium as set forth in Claim 129 wherein said inserting procedure includes inserting an instruction relating to said video, said displaying procedure in response to said instruction relating to said video displaying a button for said video.

10 131. A medium as set forth in Claim 130 wherein said button for said video and said button for said additional video each uniquely identify a respective one of said video and said additional video.

132. A medium as set forth in Claim 130 wherein selecting any button plays said respective video for said any button.

15 133. A medium as set forth in Claim 102 further comprising procedures of:
encoding said video with a plurality of tracks;
inserting instructions into a selected one of said tracks;
reading said instructions by a handler program associated with said player;
and
20 monitoring selectively download of said video file in accordance with said instructions.

134. A medium as set forth in Claim 133 wherein said instructions relate to the display size of said video within said window.

135. A medium as set forth in Claim 133 wherein said instructions relate to download management of said video file.

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